



The 2010 Imperative: Global Emergency Teach-in

With so much attention given to transportation, many people are surprised to learn that buildings are the single largest contributor to global warming. In the US, buildings are responsible for almost half (48%) of all greenhouse gas (GHG) emissions annually; globally the percentage is even greater. To address the Building Sector's role in climate change, Architecture 2030 is conducting a Global Emergency Teach-in (see www.2010imperative.org).

The Teach-in, entitled The 2010 Imperative, will be web-cast live from New York Academy of Sciences on February 20, 2007 from noon to 3:30 p.m. EST. Hundreds of thousands of students, faculty, and deans in the architecture, planning, engineering and design communities, as well as practicing professionals and government offices, in North and South America and around the world will be logging on to discover how they inadvertently fuel global warming through design, and what they can do to change this. In addition to addressing climate change, participants will also learn about 'The 2030 Challenge' and 'The 2010 Imperative'.

During the Teach-in, participants will be able to interact with leaders at the forefront of design and climate change. Panelists include Susan Szenasy, editor in Chief of Metropolis Magazine; Dr. James Hansen, Director of NASA's Goddard Institute for Space Studies; Edward Mazria, AIA, Founder of Architecture 2030; and Dr. Chris Luebke, Director of Arup's Global Foresight and Innovation Initiative. The event will feature presentations by the panelists and an extensive question and answer session, where participants around the world can query the expert panelists in real time. There will also be an action-oriented discussion on implementing The 2030 Challenge and The 2010 Imperative. This highly interactive approach will allow participants to learn from and educate the panelists and each other. The Teach-in will take place in New York City before a live audience, translated into Spanish and Portuguese and simultaneously web-cast.

The Global Emergency Teach-in, which is free, is sponsored by the American Institute of Architects (AIA), U.S. Green Building Council, New York Academy of Sciences, Rockefeller Brothers Fund and the AIA Large Firm Roundtable. Supporters include Metropolis magazine, AIA Committee on the Environment, Campus Climate Challenge, Association of Collegiate Schools of Architecture, American Institute of Architecture Students, National Wildlife Federation, Union of International Architects, Royal Architectural Institute of Canada and the Society of Building Science Educators, among others. The Teach-in will focus on professionals and schools of architecture, planning, engineering, landscape architecture, interior design, industrial design and other design disciplines, but is open to all. To register for and learn more about this exciting and critical event, please visit www.2010imperative.org.

Additional Information: Because this will be an interactive event, with opportunity for discussion and Q&A, we recommend that participants meet in groups when possible to participate in the Teach-in. We suggest planning the event for large groups in an auditorium, ballroom, conference room or large seminar space/classroom and projecting from a laptop to a large screen (see www.2010imperative.org/downloads.htm Teach-in Prep for technical information).

Participating in the Teach-in qualifies for 3 AIA Continuing Education HSW Credits.

Architecture 2030